

Small Business Saturday

Final Exam Essay Exercise




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The Assignment

Our team was given the task to create a campaign for the Charlotte Chamber of Commerce. The client asked us to create a campaign to increase purchases in small businesses on the Saturday after Thanksgiving, known throughout the country as "Small Business Saturday."

The campaign required the following: an original slogan, two profiles of key publics, strategies and tactics, social media post examples and an evaluation section listing outputs, KPIs and outcomes.

Slogan



"Stay in town and
support Charlotte's
crown."

Target Audiences



Millennial Meghan

Age: 25 - 40 **Gender:** Female **Parent:** Yes

Income Status: Middle class

Employment: Stay-at-home "mommy" blogger

Technographics: Instagram, blogs, print media

Meghan has younger children and is focused on improving the city for her and her children's benefit. She loves to participate in initiatives publicized by "mommy" blogs and by the City of Charlotte on Instagram. She tells all her friends to shop local because it helps Charlotte's economy and the tax dollars will help the school. She will be shopping for close friends, family and her husband. She wants to buy a little something for everyone at a modest price; however, she is willing to pay top-dollar for a great gift.



Gigi the "Glam-ma"

Age: 55 - 65 **Gender:** Female **Parent:** Yes

Income Status: Upper middle class

Employment: Semi-retired

Technographics: Neighborhood listserv, Facebook, word of mouth, print and traditional media

Gigi is that "cool grandma" we all know and love. She doesn't want to be called Grandma because that would make her old! Call her "Glam-ma." She's semi-retired, so she has the time and the money to spend at Small Business Saturday. She's on Facebook to react to every single picture her kids post - especially of the toddler grandkids. Utilizing Facebook will catch Gigi's attention, so she can come to Small Business Saturday to treat her grandkids.

Strategies & Tactics

1. Prepare customers ahead of time

- Encourage people to create a three-item wishlist of items from small businesses tagged with #SupportCLTCrown and #SmallBizSaturday.
 - A winner will be selected and given a prize off their list.
- Ask consumers to pledge to shop local using #SupportCLTCrown and a Facebook profile filter.
- Host pop-up events near light rail stops and provide coupon books to the first 100 that attend.
- Place QR codes in light rail station and in light rail cars that lead to an online Support CLT Crown guide.
- Host a Christmas Tree Lighting event on Friday to kick off the holiday season; drawing people to uptown the day before the event so they can see what's available for purchase during the event.
- Buy promoted posts on Facebook, Instagram and Twitter.
- Enlist savvy shopper and mommy bloggers as Small Business Saturday Ambassadors.

2. Increase visibility on day of the event

- Create a vinyl "blue brick road" on the sidewalk, leading customers to participating small businesses
- Develop Support CLT Crown geofilters on Snapchat and Instagram that can be customized at every business.
- Place social media spots throughout the city where customers can "show off their haul."

Strategies & Tactics

3. Increase interest through the Charlotte mayor's platform

- Send a public relations toolkit to the mayor's office
 - Pitch email
 - News release
 - Fact sheet
 - FAQs
 - Mayoral proclamation
 - Instructions requesting proclamation
 - Email to mayor for proclamation
 - Template for proclamation
 - News release for proclamation
 - Written social media and promotional graphic posts for the city and mayor's accounts

4. Motivate customers in the Charlotte area to shop local through competition

- Create a bingo game where customers can earn bingo stamps in stores with their purchases for a chance to win tickets to the Mint Museum, local concerts and plays.

5. Motivate businesses to participate in Small Business Saturday in collaboration with the city

- Send businesses a PR tool kit from the mayor to prepare and educate them about the goals and potential gains from participating in Small Business Saturday.

Social Media Posts



Each of the example posts below will be posted to Charlotte Chamber of Commerce social media accounts and will be accompanied by a picture similar to the one on the left. In our visual, the customer will be handing a bingo card to the business owner. These posts will also include a link to the bingo card.

Facebook

Join us in celebrating #SmallBizSaturday this weekend and finish your holiday shopping early! Follow the link below to print out your personalized #SupportCLTCrown bingo card. Make purchases and collect stamps at the stores listed on the card and turn your card in to the Charlotte Chamber of Commerce kiosk by the end of the day for a chance to enter a drawing for prizes! Full house entries will be entered five times. Prizes include tickets to the Mint Museum exhibits, upcoming shows at Belk Theater, local concerts and more!

Instagram

Show your support for the Queen City by shopping during #SmallBizSaturday! Get ahead of the curve and print out your #SupportCLTCrown bingo card now for a chance to win fabulous local prizes, including tickets to events at the Mint Museum, Belk Theater, and more!

Twitter

#SupportCLTCrown this weekend by joining us uptown for #SmallBizSaturday! Print out your bingo card today for a chance to win tickets to upcoming exhibits, shows, concerts and more!

Evaluation

Outputs

- Number of impressions from the hashtags #SupportCLTCrown and #SmallBizSaturday
- Number of likes and followers on Chamber of Commerce and small business social media pages
- Number of news media channels reporting on blue brick road & Christmas Tree Lighting

KPIs

- An increase in the number of people attending and purchasing items on Small Business Saturday
- An increase in likes and followers of the Charlotte Chamber of Commerce and affiliated small business pages on social media
- An increase in participation from small businesses

Outcomes

- Number of purchases made from participating small businesses on Small Business Saturday
- Charlotte city residents becoming more inspired to shop during Small Business Saturday for years to come